



Collaborating with Green Power Providers

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Over 1 Billion Green kWh Served

- **200 Green Power Partners in 2 years**
- **EPA's Goals**
 - ✓ Expand the market for green power
 - ✓ Lower air pollution and greenhouse gases associated with electricity consumption

“We encourage all our customers to take part in it. It is part of the standard offering.”



Credibility & Recognition

- **We offer customers credibility**

- ✓ A metric for “How much green power is enough?”
- ✓ A metric for “How much green power is outstanding?”
- ✓ A product standard: % new renewables
- ✓ The answer to “What does my purchase mean environmentally?”
- ✓ Use of the EPA Green Power Partnership Logo

- **And recognition**

- ✓ Press and communications support
- ✓ Promotional opportunities
- ✓ Welcome kit
- ✓ For leaders: potential candidacy for awards



Some Provider Responses

“Everybody needs to do more regarding this kind of positive reinforcement. You can’t overdo that. Credibility and recognition are the core values that EPA brings.”

“[We] mostly use it as a way to get our foot in the door, especially if the customer is clued in to the situation.”

“I use [EPA’s Green Power Partnership] as a sales tool, and I have used it as both an Upsell and a Closing tool for customers.”



Sales Value

- **Get the foot in the door with Partnership**
 - ✓ General product and concept validation (Fact Sheets)
 - ✓ Environmental claims (Power Profiler)
 - ✓ Competitive pressure – who else is doing it? (Partners List)
- **Upsell and close**
 - ✓ Defined minimum purchase level (Partnership Benchmarks)
 - ✓ Green Power Leadership Club purchase level
 - ✓ Cliff events
 - Award nomination deadline
 - Regional recognition event deadlines



Retention Value

- **Partnership provides added value post-purchase**
 - ✓ Foster long-term customer interest in green power products
 - ✓ Promotional opportunities
 - ✓ Website listing
 - ✓ EPA Green Power Partnership logo use
 - ✓ Awards - nominate your customers
 - ✓ Media and public relations opportunities
 - ✓ Validating environmental claims



Early Examples

- **Regional events and trade shows in 2003**

- ✓ Wisconsin Green Power Workshop
- ✓ Natural Products Expo
- ✓ Edison Electric Institute
- ✓ Palo Alto Green Power Program launch
- ✓ Go Green! event in NW at Nike
- ✓ PennFuture's "Green Power: Turn It On!" conference



Working Together

- **Participate in events**

- ✓ Invite EPA to participate in your regional event
- ✓ Participate in EPA-sponsored events, regionally or nationally
 - Note: EPA tries to participate in events where recognizing multiple Partners is possible.

- **Use EPA materials or staff to talk to your prospective customers**

- ✓ EPA has generic information about green power products
- ✓ EPA has info about environmental impacts of purchases
- ✓ EPA has experience in talking to large customers interested in procuring green power
 - *Note:* EPA does not endorse specific green power products or providers



Working Together

- **Inform commercial account staff on benefits and opportunities associated with Partnership**
 - ✓ All basic info is on our website: www.epa.gov/greenpower
- **Invite your customers to join Partnership**
 - ✓ Offer customer LOI at time of sale / with welcome package
 - ✓ Fill out LOI for customers on an opt-in / opt-out basis
 - ✓ Let your customers know they are eligible for Partnership
i.e. provide your understanding of their eligibility via a visit to the benchmark table as a service



Thoughts on Collaboration

“Intuitively, [EPA's Green Power Partnership] can only help.”

“I have polled my customers, and they all say they want more specific information regarding the environmental benefits of my program. The [Power Profiler] really helps.”



Challenges & Opportunities

- **Fairness**

- ✓ EPA cannot endorse a specific product or provider

- **No one right answer**

- ✓ There are many ways for us to work together

- **No negatives**

- ✓ There are no downsides for your customers in joining the EPA Green Power Partnership





Green Power Partnership

Easy, Objective, Voluntary

- **Sign Letter of Intent (on website)**

- ✓ Purchase green power within a year of joining program
- ✓ Purchase must meet or exceed facility(ies) benchmark level
- ✓ Products: green power, green tags, onsite generation
 - certified green power products are *not* currently required
- ✓ Content: eligible renewable resources
 - “eligible” as currently defined by Green-e
 - 50% of minimum green power purchase must be “new” renewable resources

- **Provide Annual Update**

- ✓ electricity usage, percentage of “new” renewables in commitment, provider, and resource type



How Much Green Power to Join?

	GREEN POWER PARTNERSHIP BENCHMARK	GREEN POWER LEADERSHIP CLUB BENCHMARK
If your annual electricity use is ...	You should, at a minimum, use this much green power	You should, at a minimum, use this much green power
Over 100,000 MWh	2%	8%
100,000 – 50,000 MWh	3%	12%
50,000 – 10,000 MWh	3%	18%
10,000 – 1,000 MWh	6%	24%
1,000 – 100 MWh	10%	40%
Under 100 MWh	15%	60%

Eligibility

- **Partnership open to organizations interested in purchasing green power**
 - ✓ Large *and* small end-use customers
 - ✓ Public and private sector organizations
 - ✓ U.S. facilities only
 - ✓ Corporations and individual facilities as well as aggregations
 - ✓ Not subjective



Partner Benefits

- **Technical Assistance**

- ✓ procurement guide
- ✓ individualized assistance, ad-hoc basis
- ✓ list of things to look for in a product
- ✓ information about product certification options

- **Public Relations Assistance**

- ✓ communications toolkit
- ✓ individualized assistance, ad-hoc basis
- ✓ use of Partnership logo
- ✓ posting on EPA web site



Partner Benefits (cont'd)

- **Partnership Network**

- ✓ Partner Forum
- ✓ list of all Partners and contact information
- ✓ information on Partners' green power activities

- **Environmental Impact Information**

- ✓ assistance in assessing environmental benefit of purchase
 - Power Profiler
 - E-GRID
- ✓ assistance with environmental marketing claims



All Partners Receive

- **Welcome Aboard Kit:**

- ✓ Welcome letter
- ✓ Partner certificate (8.5x11 color, ready for framing)
- ✓ Partner contact list
- ✓ Partnership fact sheets
- ✓ Procurement guide
- ✓ Communications toolkit
- ✓ Logo usage guidelines



All Partners Receive (cont'd)

- **Partnership account manager**
 - ✓ the main point of contact for Partners
 - ✓ coordinates technical and public relations assistance, ad-hoc basis
- **EPA Green Power Partnership logos**
- **EPA website listing and partner snapshot**
- **Subscription to *Green Power Planet***
- **Eligibility for Green Power Leadership Awards**



All Partners Can Request*

- **Quote from EPA about partner's purchase**
 - ✓ EPA will try to help identify a superlative that relates to the green power purchase.
- **EPA assistance with getting earned media**
 - ✓ Priority is given to opportunities to recognize multiple partners and for landmark purchases.
- **EPA staff attendance at event/conference**
 - ✓ We need at least 3 months notice prior to major events.

** Please make written requests. Assistance is provided on a first-come, first-served, funds-available basis*



Web-Based Tools for Everyone

- **EPA Clean Energy website**
www.epa.gov/cleanenergy/
 - ✓ E-GRID
 - ✓ Power Profiler
- **EPA Green Power Partnership website**
www.epa.gov/greenpower/
 - ✓ Green Power Locator (green power products listed by state)
 - ✓ List of Partners by sector
 - ✓ Procurement guide
 - ✓ Factsheets



Green Power Leadership Club

- **Special recognition offered to partners who significantly exceed minimum requirements**
- **Automatic enrollment if LOI or Yearly Report indicates purchase meets higher benchmark**
- **Leadership Club plaque**
- **Higher level of recognition**

